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FOR MORE INFORMATION:

FOR IMMEDIATE RELEASE

Colorado Hotel & Lodging Association
Benefiting Our Members for 70 Years

2008: Denver, Colo. ... As members of the Colorado Hotel & Lodging Association (CH&LA), individual properties are given access to added marketing benefits, legislative representation, cost-saving benefit programs, educational training and inclusion in unparalleled resources. Servicing more than 540 members throughout the state of Colorado, the CH&LA gives any type of property, from remote inn to luxury resort, an added advantage against its competition by networking services and resources together.

The following is a brief description of the benefits available to members of the CH&LA:

Marketing Benefits: Membership with CH&LA includes several exclusive marketing options for individual properties.

- CH&LA publishes the lodging listing section of the semi-annual Colorado Vacation Planner, a publication of the Colorado Activities Center, providing the most comprehensive listing of the state's premiere accommodations. Only CH&LA members receive a complimentary descriptive listing. Several distribution channels are utilized to distribute 500,000 copies per year, and the winter edition is produced in conjunction with the Colorado Ski Country USA publication, resulting in increased distribution.
- www.coloradolodging.com is yet another marketing avenue for members. Each member receives a complimentary listing on the site. Additionally, discounted hot links, e-mail links and site upgrades are also available.

Legislative Representation: CH&LA has its own contract lobbyist actively protecting the future and growth of the lodging industry in Colorado. While State Congress is in session, bi-monthly legislative updates are sent to all CH&LA members. On the national level, a full compliment of lobbyists work on member's behalf through the American Hotel & Lodging Association (AH&LA) to insure that the industry does not become over regulated.

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Benefit Programs: Members who participate in one or more of the following cost-saving programs can have their annual membership dues waived and more!

- Worker's compensation program with Pinnacol Assurance through Flood & Peterson
- Long distance telephone service available through ILD Telecommunications
- Freight savings plan through Siriani & Associates
- Credit card processing through Heartland Payment Systems
- Employee benefits services through Benefits & Incentives Group

Educational Training: Staff-training seminars are provided throughout the year with topics ranging from front desk training to hospitality law. A resource library filled with written and video training materials is available to check out for a two-week period. Most of the resources are part of AH&LA's Education Institute, targeted specifically to the lodging industry.

Unparalleled Resources: CH&LA members receive access to a wealth of information, such as:

- The InnQuirer newsletter
- CH&LA Green Book Buyer's Directory
- CH&LA Hospitality Laws Online for members only reference
- Legislative updates
- Answers and information for operational procedures
- Rocky Mountain Lodging Report
- Quarterly Construction & Renovation Report

To become a member of the Colorado Hotel & Lodging Association, please visit www.coloradolodging.com or call (303) 297-8335.

CH&LA's member properties include romantic bed and breakfast inns, luxury hotels, affordable motels, Colorado ski resorts, Rocky Mountain cabins, rustic guest ranches, relaxing spas, weekend getaway timeshares, and condominium and vacation rental services, ranging in size from three to 1,600 rooms.

The Colorado Hotel & Lodging Association offers visitors the leading searchable database of travel accommodations and vacation lodging in Colorado, from the plains to the Front Range and from the Rocky Mountains to the Western Slope.

For more information on CH&LA, visit www.coloradolodging.com.

All press releases and media materials, including high-resolution photography in a downloadable format, are available via www.kruzic.com.

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